

# FULL PROFILE

1990-2000 Census, 2010 Estimates with 2015 Projections

Calculated using Proportional Block Groups

Midway Plaza



CHARTER REALTY &  
DEVELOPMENT CORP.

Lat/Lon: 32.6327/-85.4341

RF1

## 3700 Pepperell Pkwy

3 mi radius 5 mi radius 7 mi radius

### Opelika, AL 36801-6004

		3 mi radius	5 mi radius	7 mi radius
<b>POPULATION</b>	2010 Estimated Population	28,296	62,298	79,360
	2015 Projected Population	30,940	66,698	86,327
	2000 Census Population	24,026	53,460	66,808
	1990 Census Population	21,476	47,794	57,181
	Projected Annual Growth 2010 to 2015	1.9%	1.4%	1.8%
	Historical Annual Growth 1990 to 2010	1.6%	1.5%	1.9%
<b>HOUSEHOLDS</b>	2010 Estimated Households	13,078	27,293	34,696
	2015 Projected Households	14,352	29,338	37,987
	2000 Census Households	10,541	22,174	27,649
	1990 Census Households	8,751	18,456	22,108
	Projected Annual Growth 2010 to 2015	1.9%	1.5%	1.9%
	Historical Annual Growth 1990 to 2010	2.5%	2.4%	2.8%
<b>AGE</b>	2010 Est. Population Under 10 Years	11.6%	11.0%	10.9%
	2010 Est. Population 10 to 19 Years	11.5%	14.9%	15.0%
	2010 Est. Population 20 to 29 Years	31.5%	30.4%	31.4%
	2010 Est. Population 30 to 44 Years	15.7%	14.5%	14.3%
	2010 Est. Population 45 to 59 Years	14.0%	14.6%	14.7%
	2010 Est. Population 60 to 74 Years	9.2%	9.4%	9.0%
	2010 Est. Population 75 Years or Over	6.4%	5.2%	4.7%
	2010 Est. Median Age	30.0	30.2	29.8
<b>MARITAL STATUS &amp; GENDER</b>	2010 Est. Male Population	48.2%	48.3%	48.8%
	2010 Est. Female Population	51.8%	51.7%	51.2%
	2010 Est. Never Married	41.9%	45.2%	46.2%
	2010 Est. Now Married	38.5%	37.5%	37.3%
	2010 Est. Separated or Divorced	12.8%	11.9%	11.6%
	2010 Est. Widowed	6.7%	5.3%	4.9%
<b>INCOME</b>	2010 Est. HH Income \$200,000 or More	2.6%	2.4%	2.2%
	2010 Est. HH Income \$150,000 to \$199,999	3.4%	2.9%	2.8%
	2010 Est. HH Income \$100,000 to \$149,999	8.9%	9.7%	9.9%
	2010 Est. HH Income \$75,000 to \$99,999	9.4%	9.1%	9.0%
	2010 Est. HH Income \$50,000 to \$74,999	15.5%	15.3%	15.1%
	2010 Est. HH Income \$35,000 to \$49,999	11.0%	9.8%	9.7%
	2010 Est. HH Income \$25,000 to \$34,999	11.0%	9.6%	9.7%
	2010 Est. HH Income \$15,000 to \$24,999	14.5%	13.7%	14.0%
	2010 Est. HH Income Under \$15,000	23.8%	27.2%	27.6%
	2010 Est. Average Household Income	\$60,137	\$58,520	\$57,387
	2010 Est. Median Household Income	\$39,694	\$39,904	\$38,908
	2010 Est. Per Capita Income	\$29,504	\$27,113	\$26,292
2010 Est. Total Businesses	1,617	2,653	3,056	
2010 Est. Total Employees	21,133	32,654	39,401	

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<b>RACE</b>	2010 Est. White	68.6%	68.0%	69.2%
	2010 Est. Black	26.1%	26.8%	25.9%
	2010 Est. Asian or Pacific Islander	2.9%	3.1%	2.9%
	2010 Est. American Indian or Alaska Native	0.2%	0.2%	0.2%
	2010 Est. Other Races	2.2%	1.9%	1.8%
<b>HISPANIC</b>	2010 Est. Hispanic Population	894	1,443	1,718
	2010 Est. Hispanic Population	3.2%	2.3%	2.2%
	2015 Proj. Hispanic Population	3.7%	2.7%	2.6%
	2000 Hispanic Population	2.0%	1.5%	1.4%
<b>EDUCATION (Adults 25 or Older)</b>	2010 Est. Adult Population (25 Years or Over)	16,805	34,225	42,786
	2010 Est. Elementary (Grade Level 0 to 8)	4.2%	4.1%	4.2%
	2010 Est. Some High School (Grade Level 9 to 11)	7.4%	7.1%	7.3%
	2010 Est. High School Graduate	20.4%	19.6%	20.3%
	2010 Est. Some College	18.9%	18.4%	18.7%
	2010 Est. Associate Degree Only	6.2%	6.0%	6.0%
	2010 Est. Bachelor Degree Only	23.2%	23.6%	23.0%
	2010 Est. Graduate Degree	19.6%	21.0%	20.5%
<b>HOUSING</b>	2010 Est. Total Housing Units	14,585	30,370	38,618
	2010 Est. Owner-Occupied	40.9%	42.7%	46.1%
	2010 Est. Renter-Occupied	48.8%	47.2%	43.7%
	2010 Est. Vacant Housing	10.3%	10.1%	10.2%
<b>HOMES BUILT BY YEAR</b>	2000 Homes Built 1999 to 2000	2.6%	3.2%	3.6%
	2000 Homes Built 1995 to 1998	10.5%	10.2%	11.8%
	2000 Homes Built 1990 to 1994	12.3%	11.0%	12.3%
	2000 Homes Built 1980 to 1989	23.1%	21.3%	21.9%
	2000 Homes Built 1970 to 1979	21.4%	20.9%	21.1%
	2000 Homes Built 1960 to 1969	12.5%	14.1%	12.6%
	2000 Homes Built 1950 to 1959	9.4%	10.3%	8.8%
	2000 Homes Built Before 1949	8.3%	9.0%	7.8%
<b>HOME VALUES</b>	2000 Home Value \$1,000,000 or More	0.2%	0.3%	0.2%
	2000 Home Value \$500,000 to \$999,999	1.1%	0.8%	0.7%
	2000 Home Value \$400,000 to \$499,999	0.3%	0.5%	0.7%
	2000 Home Value \$300,000 to \$399,999	1.6%	2.2%	2.5%
	2000 Home Value \$200,000 to \$299,999	8.4%	9.1%	10.0%
	2000 Home Value \$150,000 to \$199,999	12.0%	13.5%	14.3%
	2000 Home Value \$100,000 to \$149,999	27.5%	29.2%	29.0%
	2000 Home Value \$50,000 to \$99,999	42.2%	36.9%	34.9%
	2000 Home Value \$25,000 to \$49,999	5.0%	5.5%	5.7%
	2000 Home Value Under \$25,000	1.5%	2.0%	1.9%
	2000 Median Home Value	\$112,179	\$118,145	\$121,412
	2000 Median Rent	\$320	\$263	\$251

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<b>LABOR FORCE</b>	2010 Est. Labor Population Age 16 Years or Over	23,238	50,819	64,758
	2010 Est. Civilian Employed	55.6%	52.9%	53.3%
	2010 Est. Civilian Unemployed	5.0%	5.8%	5.9%
	2010 Est. in Armed Forces	0.8%	0.5%	0.4%
	2010 Est. not in Labor Force	38.6%	40.8%	40.4%
	2010 Labor Force Males	47.6%	47.9%	48.4%
	2010 Labor Force Females	52.4%	52.1%	51.6%
<b>OCCUPATION</b>	2000 Occupation: Population Age 16 Years or Over	11,234	23,556	29,718
	2000 Mgmt, Business, & Financial Operations	13.9%	12.8%	12.1%
	2000 Professional, Related	27.2%	27.8%	27.3%
	2000 Service	15.8%	16.9%	16.9%
	2000 Sales, Office	25.9%	25.8%	25.4%
	2000 Farming, Fishing, Forestry	0.8%	0.7%	0.7%
	2000 Construction, Extraction, Maintenance	4.6%	4.8%	5.5%
	2000 Production, Transport, Material Moving	11.7%	11.2%	12.1%
	2000 White Collar Workers	67.0%	66.4%	64.8%
	2000 Blue Collar Workers	33.0%	33.6%	35.2%
<b>TRANSPORTATION TO WORK</b>	2000 Drive to Work Alone	85.3%	82.4%	83.0%
	2000 Drive to Work in Carpool	8.5%	9.9%	10.0%
	2000 Travel to Work by Public Transportation	0.7%	0.9%	0.9%
	2000 Drive to Work on Motorcycle	0.1%	0.1%	0.1%
	2000 Walk or Bicycle to Work	2.7%	4.0%	3.5%
	2000 Other Means	0.5%	0.6%	0.5%
	2000 Work at Home	2.1%	2.1%	2.1%
<b>TRAVEL TIME</b>	2000 Travel to Work in 14 Minutes or Less	59.3%	58.1%	55.1%
	2000 Travel to Work in 15 to 29 Minutes	26.9%	28.0%	30.4%
	2000 Travel to Work in 30 to 59 Minutes	10.2%	10.7%	11.3%
	2000 Travel to Work in 60 Minutes or More	3.6%	3.2%	3.2%
	2000 Average Travel Time to Work	15.8	15.7	16.2
<b>CONSUMER EXPENDITURE</b>	2010 Est. Total Household Expenditure	\$643 M	\$1.31 B	\$1.65 B
	2010 Est. Apparel	\$30.8 M	\$63.0 M	\$79.0 M
	2010 Est. Contributions, Gifts	\$40.1 M	\$81.7 M	\$102 M
	2010 Est. Education, Reading	\$17.9 M	\$36.9 M	\$46.2 M
	2010 Est. Entertainment	\$35.4 M	\$72.3 M	\$90.8 M
	2010 Est. Food, Beverages, Tobacco	\$104 M	\$213 M	\$267 M
	2010 Est. Furnishings, Equipment	\$27.5 M	\$56.3 M	\$70.5 M
	2010 Est. Health Care, Insurance	\$46.9 M	\$95.2 M	\$120 M
	2010 Est. Household Operations, Shelter, Utilities	\$193 M	\$393 M	\$493 M
	2010 Est. Miscellaneous Expenses	\$10.9 M	\$22.2 M	\$27.9 M
2010 Est. Personal Care	\$9.43 M	\$19.2 M	\$24.2 M	
2010 Est. Transportation	\$127 M	\$260 M	\$327 M	

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